

Message Text

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12

ACTION EUR-25

INFO OCT-01 ISO-00 CIAE-00 EB-11 INR-10 LAB-06 NSAE-00

PA-04 RSC-01 SIL-01 USIA-15 PRS-01 DRC-01 /076 W

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R 220830Z MAY 74

FM AMEMBASSY SOFIA

TO USDOC WASHDC

INFO SECSTATE WASHDC 8039

USIA WASHDC

AMEMBASSY VIENNA

UNCLAS SOFIA 0819

E.O. 11652: N/A

TAGS: BEXP, BU, US

SUBJECT: US PARTICIPATION AT PLOVDIV FAIR

USDOC FOR BEWT KRAMARIC

USIA FOR IEE CALLOWAY

DEPT FOR EUR/EE SEGALL

VIENNA FOR EWTC MARTIN

REF: VIENNA 4517

1. JOHN PITCHFORD AND PETER PFEIFFER, RESPECTIVELY
GENERAL SALES MANAGER AND SOUTHERN REGIONAL MANAGER
FOR HESSTON EUROPE CORPORATION STOPPED BY EMBASSY MAY
21 EN ROUTE FROM GREECE TO YUGOSLAVIA TO PRESENT THEIR
CASE AGAINST WHAT THEY CALL "EXORBITANT PRICE" BEING
CHARGED FOR OUTDOOR SPACE AT US PAVILION PLOVDIV.

2. EMBASSY POINTED FULL RANGE OF SERVICES PROVIDED
AT THAT PRICE. HESSTON, WHICH INCIDENTALLY WAS FIRST
US COMPANY TO EXPRESS INTEREST IN EXHIBIT, STILL WISHES
TO PARTICIPATE. GIVEN CURRENT PRICE, HOWEVER, THEY
SEE NO ALTERNATIVE BUT TO REDUCE SPACE REQUIREMENTS
FROM 150 SQUARE METERS TO "SIGNIFICANTLY LESS THAN
100 METERS". HESSTON ALSO FEARS THAT IT CANNOT MEET
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USDOC DEADLINE FOR COMMITMENT SINCE MATTER MUST NOW

BE REVIEWED IN US HEADQUARTERS HESSTON, KANSAS.

3. PFEIFFER WILL BE IN US WEEK OF MAY 31 AND INTENDS
TO CALL BEWT IN ORDER TO MAKE PITCH FOR PRICE RE-
DUCTION. HE IS AWARE THAT JOHN DEERE, ACCORDING TO
REFTEL, HAS AGREED TO PARTICIPATE ON PRESENT TERMS,
THOUGH UNDER PROTEST.
HERZ

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NNN

Message Attributes

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